

# More Bang For The Buck

**Navigating Clinical and Lay  
Boundaries to Enhance Your  
Development Efforts and Grow  
Resources for Your Agency**

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# Agenda

Welcome and Introductions  
Goals of Our Workshop  
“Development is Everyone’s Business”  
Out With the Silos (Part One)  
Out with the Silos (Part Two)  
**Show Me the Money**  
Navigating clinical and professional  
boundaries can be tricky.  
Key Takeaways  
Call to Action

# Goals of Our Workshop

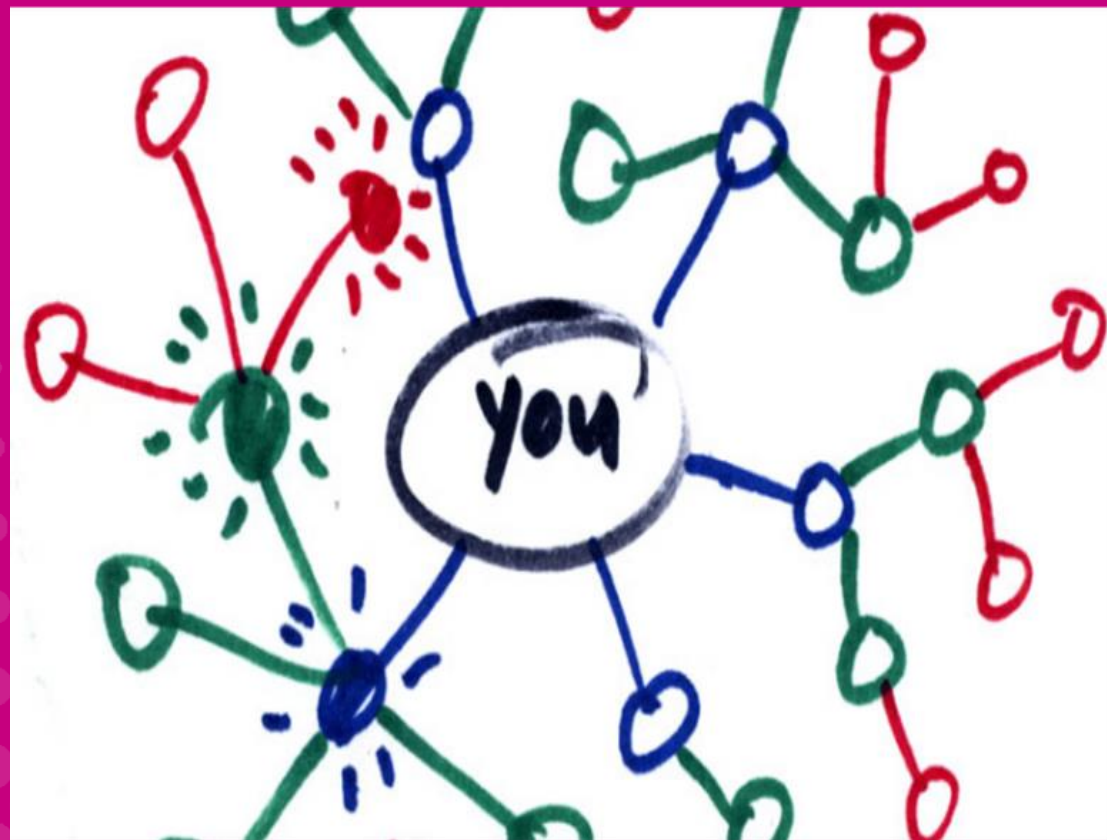
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Understand the importance of educating your colleagues that “Development is Everyone’s Business.”	Learn how to manage potentially complicated boundaries to grow resources for the agency.	Learn how to recognize when to bring in a Development colleague into the conversation with a client and/or a client’s family.	Explore the challenges and opportunities when engaging a Board member whose family member is a client of the agency.

**"Development  
is Everyone's  
Business"**

**What does this mean for you?**

**Connecting the Dots**

**It Works Both Ways**





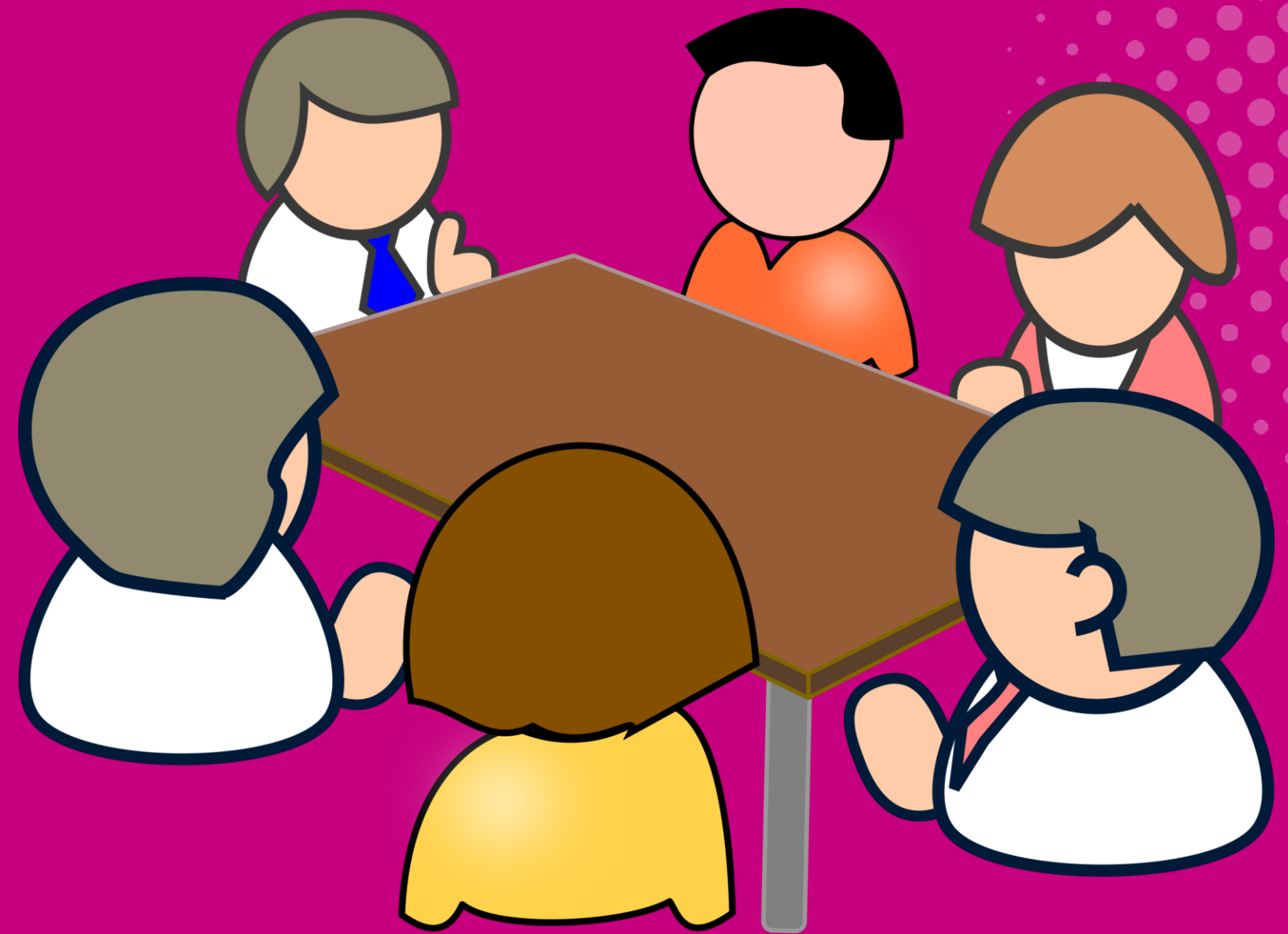
# Out with the Silos Part I

**Regular communications  
between clinical and  
Development teams will  
encourage brainstorming of  
ideas and information sharing.**



# Out with the Silos Part II

**For best results, schedule  
a meeting series among  
program directors,  
Marketing staff and  
Development officers.**





**Show me  
the money**



**Working with lay leaders  
and clinical staff,  
Development professionals  
can identify and secure new  
sources of revenue.**

**It's OK  
to  
Set  
Boundaries**

**Navigating clinical and  
professional boundaries  
can be **tricky**.**



# Key Takeaways



Development professionals should **continuously seek out opportunities to educate** colleagues about the intersection of Development with other agency programs.

# Key Takeaways



Development professionals  
can **increase fundraising  
performance through regular  
communications and  
engagement** with clinical staff  
and lay leadership.

# Key Takeaways



Through **regular interactions**, clinical and program staff can help Development colleagues **to identify, maintain and navigate professional boundaries.**



# Call to Action

How will you **incorporate these key takeaways** to help **grow resources** for your agency?

Who are the **key stakeholders** (e.g., CEO, CDO, Chief Clinical Officer, Board Chair, Program Director(s), etc.) you will need to **partner with**?



**Thank you!**

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